

ATARI

COIN CONNECTION™

ATARI® Introduces All-New Maze Game: Dig Dug™

Dig Dug is an exciting new maze game from ATARI with a big difference: Now players can create their own maze by digging tunnels all over the screen to escape monsters, drop rocks and collect special vegetables for extra points.

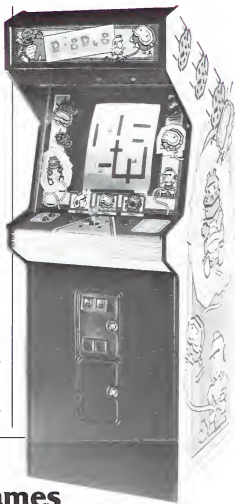
Dig Dug is an intrepid little miner who goes about digging horizontal and vertical tunnels on the screen. Lurking in the tunnels are Pooka™, a fat red monster with

yellow sunglasses, and Fygar™, a fire-breathing dragon. These meanies pursue Dig Dug through the tunnels. His only recourse is to pump them up until they explode or to dig a tunnel under a rock, then quickly get out of the way as it drops on Pooka or Fygar. Each time a monster is destroyed, either pumped up and exploded or crushed by a falling rock, the player scores points.

The player can also score points by collecting a different vegetable in each round. After the player drops two rocks, a vegetable will appear in the tunnel where Dig Dug started digging. It will only be there for 10 seconds, and there's only one veggie per round, so the player must move Dig Dug quickly in order to grab the carrot, or mushroom, or rutabaga, and attain more points.

Pooka and Fygar have an advantage over Dig Dug. They can travel between the layers of dirt and between the tunnels by turning into ghosts. Ghosts can float horizontally, vertically and diagonally across the playfield. But as soon as they enter a tunnel, they become visible again.

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ATARI Launches Community Awareness Program for Video Games

After months of preparation, interviewing and collecting data, ATARI has introduced its Community Awareness Program, a program designed to combat the ever-increasing restrictive video game legislation cropping up across the nation. The program includes a 17-minute video tape and a position paper, both presenting a positive public perspective of the coin-operated video games industry.

To give these materials a national flair and broaden their application, ATARI hired a professional video film crew to enter a select group of major metropolitan areas across the country. Parents, teachers, PTA members, psychologists, sociologists, city council members and others were interviewed in an attempt to compile and document the role of the vid-

eo game industry in communities across the country. The end result is an informative and educational video tape and position paper reflecting an otherwise unpublished viewpoint: the positive perspective of the video games industry.

"Based on our experience attending city council meetings and getting involved with local politics, we feel this is strictly an educational issue," said Don Osborne, VP of Sales and Marketing. "In other words, as responsible business people, it is our obligation to educate our communities about our industry. The video tape and position paper will afford our communities a look at the positive attributes of our industry in addition to offering solutions which we can all 'live' with."

To assure these materials are used to

their fullest potential, an implementation program has been established. The program is designed to spur each ATARI distributor into an active participatory role.

"All ATARI distributors have an obligation and full responsibility to distribute the video tape and position paper to operators, in addition to placing the materials on the agenda at the PTA meetings, service club group meetings and other appropriate places," said Osborne.

An implementation manual is included which explains appropriate viewing audiences and places, along with presentation tips and other pertinent information.

For more information, contact your ATARI distributor as these materials are only available through authorized ATARI distributors.

ATARI Reorganizes Top Management Team

John S. Farrand has been named executive vice president of the Coin Operated Games Division of ATARI, and Don Osborne has been appointed vice president of sales and marketing in a recent reorganization of the division's management team. The two promotions were announced by Ken Harkness, president of the Coin-Op Division.

Farrand, who joined ATARI earlier this year as president of International Operations for Coin-Op, will be expanding his areas of responsibility in the newly created position of executive vice president of the division. While maintaining his international responsibilities, his new responsibilities will include all domestic sales and marketing related activities.

Don Osborne, formerly vice president of sales for Coin-Op, will also be expanding his areas of responsibility to include all marketing related activities for the division. Don joined ATARI in 1977 and held various positions in Coin-Op sales, most recently vice president of sales. Don will report to Farrand, and Farrand will in turn report to Harkness.



John Farrand, executive vice president of the Coin-Op Games Division.

"Both John and Don share an expertise in recognizing and developing potential growth areas, which is a crucially important element in maintaining a leadership position in today's marketplace," said Ken Harkness.

Prior to joining ATARI, John Farrand spent 16 years at Music Hire Group, the second largest private operating company in the world, based in England, where he held several positions, eventually becoming president of the company. He was responsible for all aspects of the manufacture and distribution of their amusement products. Farrand received his electrical engineering degree from the British Broadcasting Corporation College in 1962.

"ATARI is a tremendously exciting company with the potential to develop products that stretch the farthest reaches of the imagination," said Farrand. "I look forward to being a part of this extraordinary team, creating and marketing innovative coin-operated products throughout the world."

Dig Dug continued

and susceptible to Dig Dug's pump.

Each round of the game is complete when all of the monsters are destroyed. One monster can escape, but he runs to the next round and appears there. Changing screens, changing colored layers of dirt, 21 unique sound effects and a cute musical accompaniment all add to the

exciting game play.

For players, there is a continuation of game feature which allows the player to choose his own skill level. After playing a round, the player has 16 seconds to begin a new game at the same skill level rather than going back to Round 1. Dig Dug has a high score table which displays the top five scores and the initials of the players who achieved them.

Operators may select 1, 2, 3 or 5 Dig

Dug lives, and one of 8 different bonus levels. The game is adjustable for "Easy", "Medium", or "Expert" game play.

Dig Dug is being offered to the European market in a specially designed new cabinet. The compact design of the "European" cabinet makes it suitable for virtually any type of location requirements. Optional side panel decals are available for this cabinet, too. Dig Dug is also offered in the standard Upright, Cocktail and Cabaret cabinet versions.

Dig Dug is a strategy challenge for all kinds of players; male, female, kids and parents, too. It's guaranteed to keep players coming back for more.

* Dig Dug is engineered and designed by Namco, Ltd. Manufactured under license by Atari, Inc.



Some of the promotional items specially designed for Dig Dug include a brilliantly colored 24 x 36" poster, T-shirt, and radio and advertising tip sheets. To order the Dig Dug promotional packet, and receive an order form for T-shirts and posters, contact Atari, Inc. Coin-Op Division, Marketing Services, 790 Sycamore Drive, Milpitas, CA 95035.

Promotion for Profit

Radio is one of the most effective mediums to use in promoting your location. Evaluate the stations in your area by using the official listener rating information available and interviewing your players. Select the stations that appeal to your target market and discuss possible promotional programs with them. Many stations offer membership cards to their listeners. You may wish to offer free games at your location to these card holders. Giving away free games as a prize in the station's own contests is another easy way to promote your business. Or discuss running a tournament co-sponsored by the radio station, or staging a "Battle of the DJs" with your area's most popular DJs competing. Proceeds from these events could benefit a local charity or community group, thus enhancing positive publicity of your location.

OPERATOR OF THE 80s

Larrienne Simon of Huntsville, Alabama

Larrienne Simon, a vibrant Californian transplanted to Alabama, is owner of Pride Enterprises. With over fifty accounts in the Huntsville area of Alabama, Simon has an especially unique location for her games—the Space and Rocket Center of Alabama.

The Space Center, a non-profit, educational institution owned and operated by the State of Alabama, is the world's largest space museum. The museum offers simulated flight aboard the Space Shuttle, journey to the moon and beyond, participation exhibits that let you be the astronaut in the commander's seat, tours of the Marshall Space Flight Center, NASA's largest facility located in Huntsville, Monkeymat Baker, the first "lady in space", and the Saturn V moon rocket, together with the largest single collection of rockets, missiles and space hardware found in the world.

When a visitor to the Alabama Space and Rocket Center enters the museum, an actual NASA Lunar Module, identical to Apollo 16 which landed on the moon, dominates the center of the main hall.

Close to the Lunar Module is an Atari Lunar Lander™ game in an actual lunar module mockup which envelops the participant, creating a realistic atmosphere. As the "pilot" steps into the curved white booth, a footpad switch lights overhead panels. Flanking the pilot are green and white control lights which simulate liquid oxygen and fuel levels, and gauges for a myriad of functions. The pilot then has to land the craft without crashing, bearing in mind the limitations on fuel and time.

"It's a highly challenging activity," says Scott Osborne, director of exhibits. "The Lunar Lander is so popular because it requires skill and attention to control several factors simultaneously."

The Space and Rocket museum also

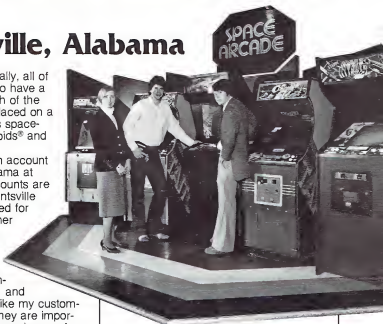
has a game room. Naturally, all of the games are required to have a "space" theme, and each of the games at the center is placed on a platform. Two of Simon's space-related games are Asteroids® and Space Duel™.

Ms. Simon also has an account at the University of Alabama at Huntsville. Her other accounts are spread throughout the Huntsville area where Simon is noted for her quality service for her customers.

"I like to keep in tune with my client's needs, helping my customer understand his games, informing him of changes and suggesting new ideas. I like my customers to know that I think they are important to me." Simon carries a beeper for any urgent message a client might have. Her husband has only recently persuaded her to turn the beeper off at 11:00 p.m.

Simon has always been public relations oriented—before Pride Enterprises, she worked in political campaigns and helped in promotions for cancer research. She believes in participating in worthwhile causes and recently donated a week's revenue from a game to the Foundation for Cerebral Palsy Research. She has also appeared on television interviews promoting games in the Huntsville area.

"I knew I needed to win a lot of confidence when I was first starting out in business. I was very low key and did not push myself on anyone. People did not realize I was the owner of Pride Enterprises—they thought I was a good representative for a company with a good reputation." Simon has been president of Pride Enterprises since 1975 and continues to offer her clients quality service.



Larrienne Simon, Kent Lyman, and Bob Neighbors, maintenance manager at the Space Center Game Room. Ms. Simon says her "keys to success" are her employees.



The Lunar Lander exhibit at the Space and Rocket Center, Huntsville, Alabama.

TECHNICAL TIP

Wells-Gardner Color X-Y Display

Symptom:

Characters on the display are shaky or made up of small dots, instead of smooth lines.

Solution:

Replace capacitor C901 or C902, 100 μ F at 35 volts, in the high-voltage power supply.



Members of the Pride Team are (l-r) Larrienne Simon, Mark Bond, maintenance, and Kent Lyman, route manager, at the University Game Room.

Video Olympics Held in Pittsburgh

WDVE Radio, Pittsburgh, Pennsylvania, has organized the first WDVE Video Olympics tournament, held April 2nd, 3rd and 4th in Pittsburgh. Co-sponsoring the tournament are Computer Tech, a local computer school, and Village Square Mall, a brand new shopping center where the event will take place.

Lee Lilienthal, Account Executive at WDVE, spoke enthusiastically about the tournament. "WDVE is the number one station in the 18-34 age bracket reaching the Pittsburgh, Western Ohio, and West Virginia area", he stated. "Since coin-operated video games have a similar target market, we feel that sponsoring the Video Olympics competition is a natural promotion. As far as I know, WDVE is the first radio station in this tri-state area to take advantage of the tremendous popularity of video games in this way. We initially expected 2500 registrants for the tournament and surpassed that number half-

way through the registration period."

Promotion of the WDVE Video Olympics began March 15th with flyers placed in each store at the Village Square Mall and over 140 announcements aired by the radio station. Players could fill out registration cards at any of the Village Square stores or at WDVE's office before March 28th. Computer Tech then randomly selected play times for the registrants and contacted them with this information.

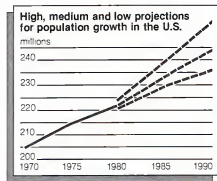
Each player was given one play on each of three games, including an Asteroids® game, with the scores tabulated and recorded by computer. The ten players with the highest combined point scores competed in the finals on April 10th.

"I feel this was one of WDVE's most successful promotions," Lilienthal commented. "We received considerable media coverage, including feature stories on 'Evening Magazine' and WPXI, Pittsburgh's NBC affiliate."

DID YOU KNOW? Population Growth in the U.S.

It is likely that the population of the United States will grow slightly faster in the 80s than in the previous decade because of what has been called the "Echo Effect." The Echo Effect is an increase in population as a result of the number of women of child-bearing age increasing as the baby-boom generation passes through the child-bearing stage.

Projections by the Census Bureau for the increase in population in the 80s range from 15 million at the low end to a high of 34 million, bringing the total population of the United States somewhere between 236 and 255 million by 1990.



Mel's Magnificent Mercedes



Mel Kaufman shows off his pride and joy.

Mel Kaufman, Sales Manager of the Betson Long Island office, is the proud owner of a blue Mercedes 300SD. He's enjoyed doing business with Atari, Inc. so much that he has the ATARI name on his license plates. When asked his reason for the ATARI plates, Kaufman responded, "The proof is in the pudding."



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